



**CITY OF SCOTTSDALE  
HUMAN SERVICES COMMISSION  
REGULAR MEETING**

**January 13, 2011**

**Granite Reef Senior Center, Room 8  
1700 N. Granite Reef Road  
Scottsdale, AZ 85257**

**SUMMARIZED MINUTES**

**PRESENT:** Katherine Weaver, Chair  
Steven Rosenberg, Vice Chair  
Raoul Zubia, Commissioner  
Judy Keane, Commissioner

**ABSENT:** Enid Seiden, Commissioner  
Dustin Thomas, Commissioner

**STAFF:** Bill Murphy, Community Services Executive Director  
Michelle Albanese, Community Assistance Manager  
Sherri Scott, Assistant City Attorney  
Kathy Breen, Human Services Manager  
Kasey Moyers, Human Services Manager  
Zachary Matz, Human Services Representative  
Valerie Kime Trujillo, Human Services Manager  
Leticia Beltran, Human Services Specialist  
Kim McLane, Recreation Leader III  
Jan Cameron, Parks and Recreation Director

**Call to Order**

Chair Weaver called the meeting to order at 5:35 p.m.

**Roll Call**

Members present as noted above.

**1. Approval of the December 16, 2010 Special Meeting Minutes**

VICE-CHAIR ROSENBERG MOVED TO APPROVE THE DECEMBER 16, 2010 HUMAN SERVICES COMMISSION SPECIAL MEETING MINUTES. SECONDED BY COMMISSIONER KEANE, THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF FOUR (4) TO ZERO (0). COMMISSIONERS SEIDEN AND THOMAS WERE ABSENT.

**2. Election of Officers**

COMMISSIONER ZUBIA NOMINATED KATHERINE WEAVER TO CONTINUE SERVING AS CHAIR OF THE HUMAN SERVICES COMMISSION.

CHAIR WEAVER NOMINATED STEVEN ROSENBERG FOR THE POSITION OF CHAIR OF THE HUMAN SERVICES COMMISSION.

KATHERINE WEAVER WAS ELECTED TO CONTINUE SERVING AS CHAIR OF THE HUMAN SERVICES COMMISSION WITH A VOTE OF TWO (2) TO ZERO (0). CHAIR WEAVER AND VICE CHAIR ROSENBERG ABSTAINED. COMMISSIONERS SEIDEN AND THOMAS WERE ABSENT.

CHAIR WEAVER NOMINATED STEVEN ROSENBERG TO CONTINUE SERVING AS VICE CHAIR OF THE HUMAN SERVICES COMMISSION.

STEVEN ROSENBERG WAS ELECTED TO CONTINUE SERVING AS VICE CHAIR OF THE HUMAN SERVICES COMMISSION WITH A VOTE OF FOUR (4) TO ZERO (0). COMMISSIONERS SEIDEN AND THOMAS WERE ABSENT.

**3. Public Service Ethics Training for Appointed City Officials**

Ms. Scott conducted the Annual Ethics Training refresher which included a review of the code of ethics as it pertains to accepting gifts, conflicts of interest, and the open meeting law.

**4. Report on Holiday Programs**

Ms. Albanese introduced staff responsible for the holiday programs, noting that programs were made possible through the generosity and support of volunteers and City staff.

**Adopt –A-Family Seasonal Giving Summary**

Ms. Breen gave a PowerPoint presentation reviewing the holiday programs offered through Vista del Camino including the Thanksgiving donations, the Teen Dinner, the

Empty Bowls program, Shop with a Cop, and the Positive Side of Sports event. She highlighted the many generous donations and volunteer hours contributed throughout the season. She made special note of James Connor's contribution of 5000 Fry's gift cards, which will be used to help throughout the year.

James Connor has expressed interest in working with Scottsdale through his family foundation for families who have a child with cancer. Staff is working to put together an interest group and is working with Scottsdale Healthcare to raise interest in the opportunity.

### **Adopt-A-Senior Seasonal Giving Summary**

Mr. Matz distributed a handout and reviewed the Adopt-a-Senior program. He noted that the program is unique in that it focuses on Scottsdale seniors, who are low-income and alone. The program gives each recipient personalized gift donations and provides City staff the opportunity to visit with the seniors in their homes, which offers insight as to other City programs that could benefit the individual. He highlighted instances where the donors went over and above in tailoring their gifts to the requests of the senior and the unique anonymous connections that are many times made between donor and recipient.

### **Paiute Neighborhood Center Holiday Programs Summary**

Ms. Kime Trujillo noted that Paiute Neighborhood Center had three staff persons leave for various reasons throughout the year, which put the holiday programs in jeopardy. She thanked the Paiute staff for the extra effort that was put forth to make the holiday programs successful this year.

Ms. McLane made a PowerPoint presentation reviewing the holiday programs offered through Paiute Neighborhood Center including Shop with a Cop and the Positive Side of Sports event.

Ms. Beltran talked about the Paiute Toy Program and the Ride for Toys Event. Donations exceeded expectations and the programs were able to accommodate all of the families who applied for assistance this year.

## **5. Fee Assistance Policy**

Mr. Murphy reviewed the fee assistance policy, noting that the intent is to assist Scottsdale residents who, because of their income, would be unable to participate in programs. He described the two levels of assistance available to families, youths, and adults for up to two eligible fee-based activities each season. Scholarships will be offered on a case by case basis as funds are available. Cost reductions will be offset through fees collected throughout each individual program.

## **6. After School Program Fee**

Ms. Cameron reviewed the timeline for the implementation of the After School Program Fee. She talked about the cost of service, the cost model, fee development, and customer assistance programs. At the request of Council as a way to reduce costs, an

RFP will be issued by the end of January to determine whether there is any interest in providing youth services at Cheyenne, Horizon, Mountain View, and Paiute.

In response to a question by Vice-Chair Rosenberg, Ms. Cameron explained that the goal is to use all of the City-wide programs as an aggregate so each program does not need to stand alone. The goal is to use the spring program as a pilot and to only expend revenue that has been collected. Some residents of Tempe who utilize the program might be able to be assisted through scholarship dollars.

Chair Weaver asked what the impact would be on the fall term if the spring session fails to break even. Ms. Cameron said that the approach will be aggressive in convincing Council that they need the opportunity to try. The goal is to break even; however if necessary the program in terms of service and staff levels might look different. Efforts will be made to market the program and be creative in relying on community partnerships.

Chair Weaver commented that she thinks there is value in providing fee-based programs to accommodate a need that has to be recognized.

Vice-Chair Rosenberg suggested raising rates for the summer program to offset the needs during the school year.

**COMMISSIONER KEANE MOVED TO ACCEPT THE FEE SCHEDULE RECOMMENDATIONS. SECONDED BY CHAIR WEAVER, THE MOTION CARRIED WITH A VOTE OF TWO (2) TO ONE (1). VICE-CHAIR ROSENBERG ABSTAINED; COMMISSIONER ZUBIA DISSENTED. COMMISSIONERS SEIDEN AND THOMAS WERE ABSENT.**

## **7. Commission Annual Report**

Ms. Albanese reviewed the Commission annual report, highlighting the accomplishments of the past year and recognizing the Commissioners' names, service dates, and a number of public comments received during the year.

**COMMISSIONER ZUBIA MOVED TO ACCEPT THE COMMISSION ANNUAL REPORT. SECONDED BY VICE-CHAIR ROSENBERG, THE MOTION CARRIED UNANIMOUSLY WITH A VOTE OF FOUR (4) TO ZERO (0). COMMISSIONERS SEIDEN AND THOMAS WERE ABSENT.**

## **8. 2011/2012 Funding Binder Distribution**

Mr. Boyd provided an overview of the Community Development Block Grant, HOME General Fund, Scottsdale Cares Endowment proposal for Fiscal Year 2011/12. Staff scoring will be provided for Commissioner review. He will provide the evaluation tools for CDBG, HOME, Scottsdale General Funds and Endowments and the corresponding guidelines to Commissioners on January 27<sup>th</sup> and at the end of the meeting will collect them for redistribution on February 8<sup>th</sup> and 10<sup>th</sup>.

Vice-Chair Rosenberg argued that it would be beneficial for Commission members to take the materials home with them for review as was done in the past. Commissioner Zubia suggested that the decision whether or not to allow Commission members to take the materials home for review and pencil marking be made during the meeting on January 27<sup>th</sup>.

Ms. Albanese added that the Commission has traditionally taken agencies that were funded the previous year and started with those dollar amounts as a baseline for determining the level of funding. This year, it will be important to look at a zero baseline or a low number because of the increased number of requests and reduced funding.

**9. Staff Updates**

Ms. Albanese said that the topic for the January 27<sup>th</sup> meeting of the East Valley Alliance Home Buyers Club at the Escalante Center is "Taxes, My Money, My Commitment to Home Ownership." The Fit City Expo will be held on January 22<sup>nd</sup> from 8:30 to noon on the Mall, east of City Hall. She noted that Vista del Camino expended \$281,000 this fiscal year in the Federal Low Income Home Energy Assistance Program and short-term crisis temporary assistance to needy families. In addition, \$4,200 has been provided in direct assistance by non-profit grants and donations through the Concerned Citizens for Community Help.

**10. Open call to the Public**

No members of the public wished to make a comment.

**11. Adjournment**

The meeting adjourned at 7:43 p.m.

Respectfully submitted,  
A/V Tronics, Inc. DBA AV Tranz